AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph beginning on page 2, line 19, with the following paragraph, marked to show changes made:

The term "Internet" is meant to include all TCP/IP based communication channels, without limitation to any particular communication protocol or channel, including, but not limited to, e-mail, News via NNTP, and the WWW via HTTP and WAP (using, e.g., programming languages such as HTML, DHTML, XHTML, XML, SGML, VRML, ASP, CGI, CSS, SSI, Flash, ~~Java, JavsScript,~~ JAVA, JAVASCRIPT, Perl, Python, Rexx, SMIL, Tcl, VBScript, HDML, WML, WMLScript, etc.).

Please replace the paragraph beginning on page 35, line 9 with the following paragraph, marked to show changes made:

The method of the present invention can be practiced by conventional servers **620, 630,** such as ~~Pentium~~ PENTIUM III based systems operating with ~~Windows~~ WINDOWS NT, interacting over the Internet **600** to collect attribute information about customers **640** and ads from database **610**, and then serve the ads to the customers **640** operating Internet enabled devices with browsers, such as ~~Apple Macintosh~~ APPLE MACINTOSH or ~~Windows-based~~ WINDOWS-based personal computers with browser clients like ~~Internet Explorer~~ INTERNET EXPLORER or ~~Netscape Navigator~~ NETSCAPE NAVIGATOR, as shown in **figure 6**. As such, there are no special requirements for the user interaction on the Internet using the present invention. Conventional PCs, which may be ~~Pentium~~ PENTIUM based or ~~Apple Macintosh~~ APPLE

MACINTOSH type processors, are all suitable processors for exercising the present

invention. Likewise, the server of the present invention can be an ~~Intel Pentium~~ INTEL

PENTIUM type server, ~~Sun~~ SUN server or other server suitable for serving

advertisements.